

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Administration Portfolio

Additional Budget Estimates Hearing – February 2007

Question: F58-63

Outcome, Output: All

Topic: Advertising Campaigns

Written Question on Notice

Senator Wong asked:

- (1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?
- (2) In attachment A – a list of active campaigns that were tabled on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?
- (3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test	5.9 (at least, over 2 years)
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4
Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Administration Portfolio

Additional Budget Estimates Hearing – February 2007

(4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:

- (a) planning progress for campaigns;
- (b) likely start dates; and
- (c) media spend.

Answer:

Department of Finance and Administration

- (1) The only active campaign during the period 1 July 2006 to 16 February 2007 was the Telstra 3 Share Offer advertising campaign. The cost of the campaign was \$19,305,740.78.
- (2) See answer to (1) above.
- (3) Not applicable.
- (4) Not applicable.

Australian Electoral Commission
Australian Reward Investment Alliance
Commonwealth Grants Commission
Commonwealth Superannuation Administration
Future Fund Management Agency

- (1) Nil.
- (2) Nil.
- (3) Nil.
- (4) Nil.